

Helen Wang Soho Flagship, New York



Visiting the Helen Wang boutique on Manhattan's Mercer Street is a lot like visiting the chic loft of a super stylish friend – one who likes to play with textures, mix and match furniture styles and isn't afraid of using bold colors.

Collaborating with Consolidated Design Studios Ltd. (New York), the specialty home and apparel retailer maintained the existing loft-like architectural features of the space. Its skylights were kept intact for natural lighting. To enhance the existing floor, designers poured a seamless powder blue resin material throughout the space.

High ceilings posed a lighting challenge, so the design team used low-hanging pendants to bring a better focus to the selling floor.

The custom fixture system takes on the shape of folding dressing screens – steel tubing frames in a pewter finish are hinged together for different configurations and allow Wang's wares to face outward.

In the back of the store, which is anchored by the home collection, punchy colored tables topped with orchids display merchandise. The bright, Asian-style tables in orange, blue and yellow provide a focal point and accent the muted background.



Client Helen Wang, New York **Design** Consolidated Design Studios Ltd., New York – Thomas Burns, partner; Masako Yamaguchi, project manager **Architect** Aston Associates, New York **General Contractor** La Croix Corp., New York **Suppliers** ABC Carpet & Home, New York; Advanced Epoxy Flooring, Bohemia, N.Y.; Amuneal Manufacturing Group, Philadelphia; Aqua Creations, New York; Architectural Grille, Brooklyn, N.Y.; Bergman Unlimited, Closter, N.J.; Clodan Carpets, New York; Goldsmith, Long Island City, N.Y.; International Custom W.T. Ltd., New York; Lighting by Gregory, New York; Metropolitan Cabinet Works, Fair Lawn, N.J.; Schoolhouse Electric, New York **Photography** Masako Yamaguchi, New York





